



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser Pol/Iss/Patriot Majority USA (16925)
Agency/T-Code Waterfront Strategies (2541)/043489394
Buyer KEULEMAN,KATIE
Salesperson Telerep/Washington DC, Washington DC (1040)
Product ph: (555) 555-5555
Brand Political - Issue (1068)
Acct Types PATRIOT MAJORITY USA (130656)
Est/Headline National/Political
Demo 1770/06313585
Revision
Comments PATRIOT MAJ USA
***** THIS IS A CASH IN ADVANCE

Invoice 635849
Inv Date 9/30/2012
Terms Net 30
Contract 331275
Bill Type Standard
Period 8/27/2012 - 9/30/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:51:35PM

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

AgM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	12:05:00AM- 1:05:00	Day,Th-2	09/13/12 12:36AM (Th)	00:30	PMAJ120130H	\$500.00	
1.0	Spot	12:05:00AM- 1:05:00	Day,Th-2	09/13/12 12:47AM (Th)	00:30	PMAJ120130H	\$500.00	
2.0	Spot	10:00:00AM-11:00:00	Per week (2),Fr	09/14/12 10:14AM (Fr)	00:30	PMAJ120130H	\$700.00	
2.0	Spot	10:00:00AM-11:00:00	Per week (2),Fr	09/14/12 10:52AM (Fr)	00:30	PMAJ120130H	\$700.00	
3.0	Spot	11:00:00PM-11:35:00	Per week (1),Fr	09/14/12 11:23PM (Fr)	00:30	PMAJ120130H	\$2800.00	
4.0	Spot	11:00:00AM-12:00:00	Per week (1),Fr	09/14/12 11:34AM (Fr)	00:30	PMAJ120130H	\$1600.00	
5.0	Spot	12:00:00PM- 1:00:00	Day,Th-1	09/13/12 12:43PM (Th)	00:30	PMAJ120130H	\$1300.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (1),Fr	09/14/12 4:11PM (Fr)	00:30	PMAJ120130H	\$1300.00	
7.0	Spot	5:30:00AM- 6:00:00	Per week (1),Fr	09/14/12 5:41AM (Fr)	00:30	PMAJ120130H	\$1200.00	
8.0	Spot	5:30:00PM- 6:00:00	Per week (1),Fr	09/14/12 5:30PM (Fr)	00:30	PMAJ120130H	\$3000.00	
9.0	Spot	6:00:00PM- 6:30:00	Per week (1),Fr	09/14/12 6:24PM (Fr)	00:30	PMAJ120130H	\$4000.00	
10.0	Spot	7:00:00PM- 7:30:00	Per week (1),Fr	09/14/12 7:06PM (Fr)	00:30	PMAJ120130H	\$5000.00	
11.0	Spot	7:00:00AM- 9:00:00	Per week (1),Fr	09/14/12 7:26AM (Fr)	00:30	PMAJ120130H	\$2800.00	
12.0	Spot	7:30:00PM- 8:00:00	Per week (1),Fr	09/14/12 7:42PM (Fr)	00:30	PMAJ120130H	\$5000.00	
13.0	Spot	3:30:00PM- 7:00:00	Day,Sa-2	09/15/12 5:29PM (Sa)	00:30	PMAJ120130H	\$5000.00	
14.0	Spot	7:00:00PM- 8:00:00	Day,Sa-1	09/15/12 7:37PM (Sa)	00:30	PMAJ120130H	\$1800.00	
15.0	Spot	9:00:00AM-10:00:00	Day,Sa-1	09/15/12 9:59AM (Sa)	00:30	PMAJ120130H	\$2500.00	
16.0	Spot	12:00:00PM-12:30:00	Day,Su-1	09/16/12 12:29PM (Su)	00:30	PMAJ120130H	\$1000.00	
17.0	Spot	6:00:00PM- 6:30:00	Day,Su-1	09/16/12 6:29PM (Su)	00:30	PMAJ120130H	\$2750.00	
18.0	Spot	6:00:00AM- 9:00:00	Day,Su-1	09/16/12 7:58AM (Su)	00:30	PMAJ120130H	\$1500.00	
19.0	Spot	9:00:00PM-10:00:00	Day,Su-1	09/16/12 9:41PM (Su)	00:30	PMAJ120130H	\$8000.00	
20.0	Spot	10:00:00PM-11:00:00	Day,Th-1	09/13/12 10:39PM (Th)	00:30	PMAJ120130H	\$8000.00	
21.0	Spot	12:05:00AM- 1:05:00	Day,M-1,Tu-1,W-2,Th-1	09/17/12 12:24AM (Mo)	00:30	PMAJ120130H	\$500.00	
21.0	Spot	12:05:00AM- 1:05:00	Day,M-1,Tu-1,W-2,Th-1	09/18/12 12:38AM (Tu)	00:30	PMAJ120130H	\$500.00	
21.0	Spot	12:05:00AM- 1:05:00	Day,M-1,Tu-1,W-2,Th-1	09/19/12 12:31AM (We)	00:30	PMAJ120130H	\$500.00	
21.0	Spot	12:05:00AM- 1:05:00	Day,M-1,Tu-1,W-2,Th-1	09/19/12 12:59AM (We)	00:30	PMAJ120130H	\$500.00	
21.0	Spot	12:05:00AM- 1:05:00	Day,M-1,Tu-1,W-2,Th-1	09/20/12 12:38AM (Th)	00:30	PMAJ120130H	\$500.00	
22.0	Spot	10:00:00AM-11:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/17/12 10:51AM (Mo)	00:30	PMAJ120130H	\$700.00	
22.0	Spot	10:00:00AM-11:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/19/12 10:11AM (We)	00:30	PMAJ120130H	\$700.00	
22.0	Spot	10:00:00AM-11:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/20/12 10:49AM (Th)	00:30	PMAJ120130H	\$700.00	
23.0	Spot	11:00:00PM-11:35:00	Per week (2),Mo,Tu,We,Th,Fr	09/18/12 11:23PM (Tu)	00:30	PMAJ120130H	\$2800.00	
23.0	Spot	11:00:00PM-11:35:00	Per week (2),Mo,Tu,We,Th,Fr	09/20/12 11:12PM (Th)	00:30	PMAJ120130H	\$2800.00	
24.0	Spot	11:00:00AM-12:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/17/12 11:41AM (Mo)	00:30	PMAJ120130H	\$1600.00	
24.0	Spot	11:00:00AM-12:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/20/12 11:46AM (Th)	00:30	PMAJ120130H	\$1600.00	
25.0	Spot	12:00:00PM- 1:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/19/12 12:20PM (We)	00:30	PMAJ120130H	\$1300.00	
25.0	Spot	12:00:00PM- 1:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/20/12 12:10PM (Th)	00:30	PMAJ120130H	\$1300.00	
25.0	Spot	12:00:00PM- 1:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/21/12 12:52PM (Fr)	00:30	PMAJ120130H	\$1300.00	
26.0	Spot	4:00:00PM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/19/12 4:55PM (We)	00:30	PMAJ120130H	\$1300.00	
26.0	Spot	4:00:00PM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/20/12 4:19PM (Th)	00:30	PMAJ120130H	\$1300.00	



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26.0	Spot	4:00:00PM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	09/21/12 4:13PM (Fr)	00:30	PMAJ120130H	\$1300.00	
27.0	Spot	5:00:00AM- 5:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/20/12 5:24AM (Th)	00:30	PMAJ120130H	\$900.00	
27.0	Spot	5:00:00AM- 5:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/21/12 5:14AM (Fr)	00:30	PMAJ120130H	\$900.00	
28.0	Spot	5:00:00PM- 5:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/17/12 5:14PM (Mo)	00:30	PMAJ120130H	\$3000.00	
28.0	Spot	5:00:00PM- 5:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/19/12 5:13PM (We)	00:30	PMAJ120130H	\$3000.00	
29.0	Spot	5:30:00AM- 6:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/20/12 5:43AM (Th)	00:30	PMAJ120130H	\$1200.00	
29.0	Spot	5:30:00AM- 6:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/21/12 5:52AM (Fr)	00:30	PMAJ120130H	\$1200.00	
30.0	Spot	5:30:00PM- 6:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/17/12 5:53PM (Mo)	00:30	PMAJ120130H	\$3000.00	
30.0	Spot	5:30:00PM- 6:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/21/12 5:29PM (Fr)	00:30	PMAJ120130H	\$3000.00	
31.0	Spot	6:00:00PM- 6:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/17/12 6:23PM (Mo)	00:30	PMAJ120130H	\$4000.00	
31.0	Spot	6:00:00PM- 6:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/19/12 6:28PM (We)	00:30	PMAJ120130H	\$4000.00	
32.0	Spot	6:00:00AM- 7:00:00	Per week (1),Mo,Tu,We,Th,Fr	09/20/12 6:43AM (Th)	00:30	PMAJ120130H	\$2600.00	
33.0	Spot	7:00:00PM- 7:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/19/12 7:14PM (We)	00:30	PMAJ120130H	\$5000.00	
33.0	Spot	7:00:00PM- 7:30:00	Per week (2),Mo,Tu,We,Th,Fr	09/20/12 7:14PM (Th)	00:30	PMAJ120130H	\$5000.00	
34.0	Spot	7:00:00AM- 9:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/17/12 7:44AM (Mo)	00:30	PMAJ120130H	\$2800.00	
34.0	Spot	7:00:00AM- 9:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/19/12 7:43AM (We)	00:30	PMAJ120130H	\$2800.00	
35.0	Spot	7:30:00PM- 8:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/20/12 7:47PM (Th)	00:30	PMAJ120130H	\$5000.00	
35.0	Spot	7:30:00PM- 8:00:00	Per week (2),Mo,Tu,We,Th,Fr	09/21/12 7:43PM (Fr)	00:30	PMAJ120130H	\$5000.00	
36.0	Spot	12:35:00AM- 1:35:00	Day,F-1	09/14/12 1:07AM (Fr)	00:30	PMAJ120130H	\$500.00	
37.0	Spot	12:00:00PM- 1:00:00	Day,F-1	09/14/12 12:28PM (Fr)	00:30	PMAJ120130H	\$1300.00	
38.0	Spot	3:30:00PM- 7:00:00	Per week (1),Sa	09/22/12 5:25PM (Sa)	00:30	PMAJ120130H	\$5000.00	M/G For 13.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$141,350.00	Total Spots	60
Commission	(\$21,202.50)		
Net Total	\$120,147.50		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.